

Amendment and Response  
Ser. No. 09/707,335

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claim 1 (currently amended) A method of selectively delivering targeted data over a network to a consumer's device, comprising:

tagging data to weather conditions so that a first set of data associated with one weather condition differs from a second set of data associated with a second weather condition;

receiving real-time weather data ~~relating to current weather conditions~~ at for a plurality of geographic locations;

determining a geographic location associated with the consumer's device;

determining ~~current weather conditions~~ the real-time weather data that is associated with the geographic location of the consumer's device;

selecting targeted the data ~~based on the current weather conditions for~~ by selecting the set of data that is associated with the weather condition that corresponds to the real-time weather data associated with the consumer's device; and

transmitting the targeted selected data for receipt by the consumer's device via the network.

Claim 2 (currently amended) The method as set forth in claim 1, wherein the tagging of the data comprises tagging advertisements to the weather conditions and the transmitting comprises transmitting advertising ~~targeted that corresponds~~ to the weather conditions for the consumer's device.

Amendment and Response  
Ser. No. 09/707,335

Claim 3 (currently amended) The method as set forth in claim 1, wherein the tagging of the data comprises tagging recommendations to the weather conditions and the transmitting comprises transmitting recommendations ~~targeted~~ that correspond to the weather conditions for the consumer's device.

Claim 4 (currently amended) The method as set forth in claim 1, wherein the tagging of the data comprises tagging commands to the weather conditions and the transmitting comprises transmitting commands ~~targeted~~ that correspond to the weather conditions for the consumer's device.

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Claim 5 (original) The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available at the consumer's device.

Claim 6 (original) The method as set forth in claim 1, wherein determining the geographic location of the consumer's device comprises determining the geographic location from information available through the network.

Claim 7 (original) The method as set forth in claim 1, wherein the consumer's device comprises a computer.

Claim 8 (original) The method as set forth in claim 1, wherein the consumer's device comprises a hand-held device.

Claim 9 (original) The method as set forth in claim 1, wherein the consumer's device comprises a mobile radiotelephone.

Amendment and Response  
Ser. No. 09/707,335

Claim 10 (original) The method as set forth in claim 1, wherein the consumer's device comprises a TV product.

Claim 11 (currently amended) A method of delivering advertisements over a network based on local weather conditions, comprising:

associating advertisements with weather conditions so that the different weather conditions ~~have~~ are associated with different sets of advertisements;

determining a geographic location associated with a consumer's device;

detecting, in real-time, a ~~current~~ weather condition associated with the geographic location of the consumer's device;

selecting, in real-time, a desired advertisement based on the ~~current~~ real-time weather condition ~~for~~ associated with the consumer's device, the desired advertisement being a first advertisement if the ~~current~~ real-time weather condition at the geographic location is a first weather condition and being a second advertisement if the ~~current~~ real-time weather condition at the geographic location is a second weather condition; and

transmitting the desired advertisement to the consumer's device over the network.

Claim 12 (original) The method as set forth in claim 11, wherein associating advertisements with weather conditions comprises tagging advertisements to at least one of the weather conditions.

Claim 13 (original) The method as set forth in claim 11, wherein the associating further comprises tagging advertisements to geographic regions and wherein the selecting comprises selecting the desired advertisement based on the geographic location of the consumer's device.

Amendment and Response  
Ser. No. 09/707,335

Claim 14 (currently amended) The method as set forth in claim 13, wherein selecting the desired advertisement comprises selecting an advertisement ~~targeted to the current weather condition for the consumer's device and~~ which is tagged to a smallest geographic region that encompasses the geographic location of the consumer's device.

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Claim 15 (original) The method as set forth in claim 11, wherein the associating advertisements comprises tagging advertisements to weather conditions relating to goods or services being advertised in the advertisements.

Claim 16 (original) A method of delivering weather information by a first entity at a first Internet site in partner relationships with a plurality of other entities, comprising:  
receiving a request for weather information at the first site, the request originating from a consumer;

determining if one of the partner relationships is triggered by the request;

if the request does trigger one of the partner relationships, transmitting a first set of information to the consumer, the first set of information including the weather information and is delivered in accordance with rules defined by the partner relationship with one of the entities;

if the request does not trigger one of the partner relationships, then sending a second set of information to the consumer, the second set of information including the weather information and an identifier of the first entity;

wherein the partner relationships have different rules for defining how weather information is delivered whereby a first request associated with one partner

Amendment and Response  
Ser. No. 09/707,335

relationship is fulfilled with content that is different from a second request associated with a second partner relationship.

Claim 17 (original) The method as set forth in claim 16, wherein receiving comprises receiving the request directly from the consumer.

Claim 18 (original) The method as set forth in claim 16, wherein receiving comprises receiving the request from a second site.

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Claim 19 (original) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a domain name associated with the request.

Claim 20 (original) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a URL associated with the request.

Claim 21 (original) The method as set forth in claim 16, wherein determining if one of the partner relationships is triggered comprises detecting a cookie associated with the request.

Claim 22 (original) The method as set forth in claim 16, wherein transmitting the first set of information to the consumer comprises merging the weather information with an identifier of the one entity.

Amendment and Response  
Ser. No. 09/707,335

Claim 23 (original) The method as set forth in claim 22, wherein the merging comprises using includes to combine the weather information with the identifier of the one entity.

Claim 24 (original) he method as set forth in claim 16, wherein transmitting the first set of information to the consumer comprises sending both the identifier of the first entity and an identifier of the one entity.

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Claims 25 - 37 (canceled)

Claim 38 (currently amended) A method of providing recommendations over a network in response to weather conditions, comprising:

associating each of the plurality of recommendations with at least one trigger;

obtaining real-time weather data from at least one data feed;

deriving real-time weather conditions associated with a plurality of geographic locations;

associating consumers with their respective geographic locations to determine the real-time weather conditions for the consumers' geographic locations;

monitoring the real-time weather conditions at the consumers' geographic locations for to detect triggerable conditions associated with the real-time weather conditions;

in response to detecting triggerable conditions, selecting recommendations to issue by selecting the recommendations that are associated with the triggers that correspond to in response to the triggerable conditions;

identifying consumers to receive the recommendations; and

transmitting the recommendations over the network to the identified consumers.

Amendment and Response  
Ser. No. 09/707,335

Claim 39 (currently amended) The method of providing recommendations as set forth in claim 38, wherein monitoring comprises monitoring the real-time weather conditions for severe weather conditions.

Claim 40 (currently amended) The method of providing recommendations as set forth in claim 38, wherein selecting recommendations comprises selecting recommendations based on the ~~weather conditions~~, geographic location, and consumer.

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Claim 41 (original) The method of providing recommendations as set forth in claim 38, wherein identifying comprises identifying consumers based on their interests.

Claim 42 (original) The method of providing recommendations as set forth in claim 38, wherein the transmitting comprises transmitting the recommendations over the Internet.

Claim 43 (original) The method of providing recommendations as set forth in claim 38, further comprising enabling consumers to define the triggerable conditions.

Claim 44 (currently amended) A method of issuing commands over a network in response to weather conditions, comprising:

associating each of the plurality of commands with at least one trigger;

obtaining real-time weather data from at least one data feed;

deriving real-time weather conditions associated with a plurality of geographic locations;

Amendment and Response  
Ser. No. 09/707,335

associating consumers with their respective geographic locations to determine the real-time weather conditions for the consumers' geographic locations;

monitoring the real-time weather conditions at the consumers' geographic locations to detect ~~for~~ triggerable conditions associated with the real-time weather conditions;

in response to detecting triggerable conditions, selecting commands to issue by selecting the commands that are associated with the triggers that correspond to in response to the triggerable conditions;

identifying consumer devices to receive the commands; and  
transmitting the commands to the identified consumer devices.

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Claim 45 (currently amended) The method of issuing commands as set forth in claim 43 ~~44~~, wherein the monitoring comprises detecting when the real-time weather conditions exceed threshold conditions.

Claim 46 (currently amended) The method of issuing commands as set forth in claim 43 ~~44~~, wherein the identifying consumer devices comprise identifying the devices based on the real-time weather conditions.

Claim 47 (currently amended) The method of issuing commands as set forth in claim 43 ~~44~~, further comprising enabling consumers to select devices to receive the commands and enabling consumers to define circumstances under which the commands are issued.

Claim 48 (original) A method of providing weather information over a network to consumers, comprising:

receiving weather data from at least one weather data feed;



Amendment and Response  
Ser. No. 09/707,335

parsing the weather data from the weather data feed and tagging the parsed weather data with a plurality of tags according to a set of defined parsing rules;  
storing the tagged and parsed weather data in modular units;  
selectively gathering the modular units of tagged and parsed weather data based on the tags and according to a set of business rules;  
assembling the selected modular units of tagged and parsed weather data for presentation and for delivery to the consumers; and  
transmitting the assembled and selected modular units of tagged and parsed weather data over the network to the consumers.

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Claim 49 (original) The method of providing weather information over the network as set forth in claim 48, wherein receiving comprising receiving weather data from a plurality of data feeds.

Claim 50 (original) The method of providing weather information over the network as set forth in claim 48, wherein storing the tagged and parsed weather data comprises storing the tagged and parsed weather data in a common document model.

Claim 51 (currently amended) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on attributes of each consumer.

Claim 52 (currently amended) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a geographic location of the consumer.

Amendment and Response  
Ser. No. 09/707,335

Claim 53 (currently amended) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on weather conditions near the consumer.

Claim 54 (currently amended) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a consumer's device receiving the assembled and selected modular units of tagged and parsed weather data.

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Claim 55 (currently amended) The method of providing weather information over the network as set forth in claim 48, wherein selectively gathering comprises gathering the modular units based on a co-brand relationship with another entity.

Claim 56 (original) The method of providing weather information over the network as set forth in claim 48, wherein assembling comprises assembling the modular units responsive to a consumer's device for receiving the assembled and selected modular units of tagged and parsed weather data.

Claim 57 (original) The method of providing weather information over the network as set forth in claim 48, further comprising receiving requests for weather information from the consumers.

Claim 58 (original) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over the Internet.

Amendment and Response  
Scr. No. 09/707,335

Claim 59 (original) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over a cable television network.

Claim 60 (original) The method of providing weather information over the network as set forth in claim 48, wherein transmitting comprises transmitting the assembled and selected modular units of tagged and parsed weather data over a wireless network.

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Claim 61 (original) The method of providing weather information over the network as set forth in claim 48, further comprising transmitting assembled and selected modular units of tagged and parsed weather data over more than one network.

Claim 62 (currently amended) A method of allowing a consumer to customize delivery of weather information over the Internet, comprising:

- allowing the consumer to identify specific types of weather information desired by the consumer;
- enabling the consumer to specify an arrangement of the desired weather information;
- identifying a consumer's device for receiving the desired weather information;
- storing consumer's preferences as to the types of weather information, arrangement of weather information, and consumer's device;
- receiving a request from the consumer for weather information;
- identifying the consumer making the request;

Amendment and Response  
Scr. No. 09/707,335

retrieving the consumer's preferences in response to the consumer's request;

retrieving weather information in accordance with the consumer's request and consumer's preferences; and

transmitting the weather information to the consumer's device over the Internet

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wherein the weather information presented to the consumer is customized based on the consumer's preferences as to the types of weather information, arrangement of weather information, and consumer's device.

Claim 63 (original) The method of allowing the consumer to customize delivery of weather information as set forth in claim 62, wherein identifying of the consumer's device comprises receiving input from the consumer as to what device should receive the weather information.

Claim 64 (original) The method of allowing the consumer to customize delivery of weather information as set forth in claim 62, wherein the identifying comprises using cookies to identify the consumer.